

SEMINOLE COUNTY GOVERNMENT AGENDA MEMORANDUM

SUBJECT: Project update for the SeminoleWAY Economic Development Initiative Study

DEPARTMENT: Economic Development

DIVISION: Operations

AUTHORIZED BY: William McDermott

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EXT: 7134

MOTION/RECOMMENDATION:

Accept findings from both Phases of the SeminoleWAY study and direct Staff to continue implementing the ten step action plan identified in Phase 2 for communicating results to stakeholders and targeted businesses.

County-wide

Bill Owen, Tom Tomerlin

BACKGROUND:

SeminoleWAY has been under detailed study for approximately one year. The study was conducted in two phases, with each phase focusing on the following:

- Phase 1 - This analysis identified emerging economic trends, bringing industry clusters into focus and evaluating their suitability for the SeminoleWAY corridor. Four specific economic clusters were identified as having the greatest potential of fulfilling the SeminoleWAY vision and fostering real long term economic growth. The results from Phase 1 were presented to the Board at their June 24, 2008 meeting.

- Phase 2 - Further examines the facility and infrastructure requirements of the four industry clusters identified in Phase 1 and then closely evaluates suitable property resources at each of the eight SR 417 interchanges and presents specific parcels that appear ready and able to accommodate target industries. Phase 2 also presents suggestions on how to implement the SeminoleWAY Plan. The ten action plans contained within the study are as follows:
 1. Review the findings and recommendations of Phase 1 and Phase 2 of the analysis of the chamber's overview committee and the County's Board of County Commissioners.
 2. Review the findings and recommendations of the study with leadership of the three partner municipalities to insure open lines of communication and sharing of ideas.
 3. Present the findings and recommendations with primary stakeholders within the SeminoleWay corridor, including at least potentially affected landowners and major businesses.
 4. Make the findings and recommendations of the study available to the interested public by placing key findings or links on the County's web site.
 5. Identify "target" industries and businesses within Seminole County (and elsewhere) that

might have an interest in the findings of the studies and solicit their interest and feedback.

6. Share information regarding the availability and suitability of properties with targeted businesses and appropriate real estate developers who can provide the necessary facilities for targeted businesses.
7. Prepare concise marketing packages for use in soliciting or following up on investor interest with the SeminoleWay corridor.
8. Prepare proposals for significant land owners in the corridor that outline potential development concepts as well as county/city commitments (e.g., planning, financial, marketing) to further the vision and objectives of the SeminoleWay plan.
9. Set up a property monitoring system within the interchange focus areas to keep track of existing or new properties that are available and suitable for target industry development.
10. Follow up on specific economic development project opportunities identified in this study or through stakeholder reviews (e.g., commuter rail station areas, adaptive reuse of under-utilized properties and/or buildings, development in the airport influence zones, incubator projects, etc.)

Phase 2 was conducted in financial partnership with the cities of Sanford, Winter Springs, and Oviedo and the final report associated with Phase 2 can be found on-line at:

Each of these partner cities have jurisdiction over much of the land resource associated with one or more SR 417 (i.e., SeminoleWAY) interchange area. Staff is currently in process of briefing each City on study findings.

<http://www.businessinseminole.com/ecodev/pdf/SeminoleWayPhase2.pdf>

Given SeminoleWAY is about attraction of businesses that add to the County's quality of life, this vision neatly extends the County's Economic Development Strategy Plan objective "... to create a great place to live that will attract economic prosperity; build a strong business environment and communicate the Seminole County opportunity to targeted businesses." As such, the SeminoleWAY study can be considered a direct addendum to the County's Economic Development Strategy Plan.

STAFF RECOMMENDATION:

Accept the SeminoleWAY study and authorize County Staff to continue implementing the ten step action plan identified in Phase 2. In general, these steps involve communicating results through a broad range of mechanisms to all stakeholders. Methods of communicating results include development of a stand-alone website; local, state, national and international marketing through partnership with the Metro-Orlando EDC; and development of any necessary agreements with the three partner cities.

Additionally Reviewed By:
<input checked="" type="checkbox"/> County Attorney Review (Ann Colby)